

## THE INTERIOR JOURNAL.

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STANFORD, KY., FRIDAY, MAY 21, 1880.

WHOLE NUMBER 428.

Year	Half Year	Quarter	Month	Week	Day
1880	1.00	.50	.25	.12	.05
1881	1.00	.50	.25	.12	.05
1882	1.00	.50	.25	.12	.05
1883	1.00	.50	.25	.12	.05
1884	1.00	.50	.25	.12	.05
1885	1.00	.50	.25	.12	.05
1886	1.00	.50	.25	.12	.05
1887	1.00	.50	.25	.12	.05
1888	1.00	.50	.25	.12	.05
1889	1.00	.50	.25	.12	.05
1890	1.00	.50	.25	.12	.05

## GO WITH THE TIDE OF CUSTOMERS

TO

J. WINTER &amp; CO.,

Cor. Third &amp; Market Streets, - - Louisville, Ky.

THEY WILL SHOW YOU THE LARGEST AND HANDSOMEST STOCK OF

Men's, Boys', Youths', School &amp; Children's Clothing

— IN THE CITY, AND YOU WILL FIND —

BY COMPARING PRICES.

That you will save from 15 to 25 per cent. by buying from this established house. Wherever you see any of Winter's Clothing, you see

THE PRETTIEST, THE SOBBEST, AND THE CHEAPEST.

Clothes Made to Order, and Satisfaction Warranted in their Merchant

Tailor Art Gallery.

JOHN H. CRAIG,

— WITH —

SHIPLEY, CRANE &amp; CO.

WHOLESALE DEALERS IN

BOOTS AND SHOES

Nos. 98 and 100 West Pearl Street,

Cincinnati, Ohio.

W. CRAIG,

— WITH —

J. &amp; L. SEASONGOOD &amp; COMPANY

IMPORTERS AND JOBBERS OF WOOLENS,

S. W. COR. 3d &amp; VINE STS.,

Opp. Burnet House,

Cincinnati, Ohio.

JOS. SEVERANCE.

JAS. DUDDERAR.

SEVERANCE &amp; DUDDERAR.

We will be found during 1880 at the

same old stand, better prepared than ever

to furnish our patrons with all kinds of

Dry Goods, Notions,

Furnishing Goods,

Clothing, Boots, Shoes,

Hats, Caps, Trunks,

Valises, Carpets, &amp;c.

At Lowest Prices.

Thanking those who have stood by us so generously

in the past, we promise to merit, by fair dealing

in honest goods, even a greater share of patronage

than ever.

SEVERANCE &amp; DUDDERAR.

THE BEST HOUSES IN LOUISVILLE.

Burling, Etc., etc.

Caskets, Metallic.

Cotton Duck.

Farallure.

Groceries.

McCormick Harvesters.

Military, Wholesale.

Oysters, Fish, Game.

Plants, Cal Flowers.

Planoes and Organs.

Photographs.

ESTABLISHED 1865.

WARR'S BRYANT &amp; STRATTON

BUSINESS COLLEGE.

No. 80 Main St., Near Third, - - LOUISVILLE, KY.

Largest Institution Of The Kind In The South.

Thorough Business Course, Book-keeping, Penmanship and

Arithmetic are Our Specialties.

If You Know these Better than Usual, You are Wanted in Business.

If Not, Go at Once to WARR'S BRYANT &amp; STRATTON COLLEGE and

Place Yourself under the Instruction of our Good Teachers as Can Be Found

in the Land.

TERMS: One Year, \$50; One Month, \$10. Boarding, \$10 per

Month. Average cost, of course including Board, \$100.

WRITE FOR A COPY OF THE COLLEGE JOURNAL.

WARR &amp; BURKS, Proprietors.

415-41

about Advertising.

If you have goods for sale adver-

tise.

Hire a man with a lampblack ket-

tle and a brush to paint your name

and number on all the railroad fences.

The cars go whizzing by so fast that

no one can read them, to be sure, but

perhaps the obliging conductor would

stop the train to accommodate an in-

quisitive passenger.

Remember the ladies by the road-

side as well. Nothing is so attractive

to the passer by as a well painted sign:

"Millington's medical mixture for

mumps."

Have your card in the hotel regis-

ter by all means. Strangers stopping

at hotels for a night generally buy a

cigar or two before they leave town, and

they need some inspiring literary

food besides.

If an advertising agent wants your

business advertised in a fancy frame

at the Depot, pay him about 200 per

cent, more than it is worth, and let

him put it there. When a man has

three quarters of a second in which to

catch a train, he invariably stops to

read depot advertisements, and your

card might take his eye.

Of course the street thermometer

dial is excellent. When a man's

fingers and ears are freezing, or he is

puffing and "phewing" at the heat, he

is the more apt to notice when he

reads an advertisement.

Print in the blackest ink a great

sprawling card on all your wrapping

paper. Ladies returning from a shop-

ping tour too be walking bulletins, and

if the ink rubs off and spoils some of

their finery, no matter. They never

will stop at your store again.

Have a few posters pasted all over

town mixed up with nigger minstrel

streamers and theatrical bills; they

will appear very prominent and at-

tract about as much attention as a

black spot on a speckled dog.

Have thousands of little dodgers

printed and hire a few boys to dis-

tribute them. You're no idea how

the junk dealer and paper rag man

will respect you.

Don't fail to advertise in every cir-

cums programme. It will help the cir-

cus to pay its bills, and visitors can re-

lieve the telltale of the clown's jokes

by looking over your interesting re-

marks about "twenty per cent. below

cost," etc.

A boy with a big placard on a pole

is an interesting object on the street,

and lends a dignified air to your es-

tablishment. Hire about two.

Patronize every agent that shows

you an advertising tablet, card, direc-

tory, dictionary or even an advertis-

ing bill if one is offered at a reason-

able price. The man must make a

living.

Advertise on a calendar. People

never look at a calendar to see what

day of the month it is. They merely

glance hurriedly at it so as to be sure

that your name is spelled with or with-

out a p., that's all.

But don't think of advertising in a

well established, legitimate newspaper.

Not for a moment. Your advertise-

ment would be nicely printed and

would find its way into all the thrifty

households of the region, where the

farmer, the mechanic, the tradesman

in other lines, and into the families of

the wealthy and refined, all who have

articles to buy and money with which

to buy them, and in the quiet of the

evening, after the news of the day had

been digested, it would be read and

pondered, and next day people would

come down to your store and

patronize you, and keep coming in in-

creasing numbers, and you might

have to hire an extra clerk or two,

move into a larger block and better

located and do bigger business, but of

course it would be more expensive—











[illegible]